

ORDER



KSNV

Orders	Order / Rev:	107645
	Alt Order #:	06862042
	Product Desc:	Horsford/DCCC
	Estimate:	2011
	Flight Dates:	10/12/12 - 10/18/12
	Original Date / Rev:	10/09/12 / 10/09/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	DCCC/ Horsford
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	28	\$37,925.00	\$32,236.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$37,925.00	\$32,236.25	0.00
Totals	28	\$37,925.00	\$32,236.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	21%	\$37,925.00
Market	100%	\$180,595.24

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$41,536.90
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$37,925.00
KTUD	0%	\$0.00
KVVU	24%	\$43,342.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	11%	\$19,865.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/12/12	10/18/12	MTWTF--	2	\$450.00	0.00								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--					2	\$450.00		0.00			
E 2	KSNV	10/14/12	10/18/12	Wake Up Early w/ Wagner Wake Up Early Wagner	CM	430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/12	10/20/12	MTWT--S					2	\$200.00		0.00			
E 3	KSNV	10/12/12	10/18/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--					2	\$700.00		0.00			
E 4	KSNV	10/12/12	10/18/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--					3	\$900.00		0.00			
E 5	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$625.00		0.00			
E 6	KSNV	10/14/12	10/14/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$3,000.00		0.00			
E 7	KSNV	10/12/12	10/18/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--					2	\$450.00		0.00			
E 8	KSNV	10/12/12	10/18/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--					3	\$1,200.00		0.00			
E 9	KSNV	10/12/12	10/18/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	M-WTF--					2	\$1,300.00		0.00			
E 10	KSNV	10/12/12	10/18/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	M-WTF--					2	\$1,300.00		0.00			
E 11	KSNV	10/12/12	10/18/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	M-WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	M-WTF--					2	\$900.00		0.00			
E 12	KSNV	10/15/12	10/15/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$4,000.00		0.00			
E 14	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00

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				NFL Football											
				NFL Football											
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S			1			\$10,000.00		0.00			
E 15	KSNV	10/12/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--			2			\$1,200.00		0.00			
E 16	KSNV	10/12/12	10/18/12	The Tonight Show	CM	1135p-1236a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--			2			\$500.00		0.00			
													Totals	28	\$37,925.00